

## ORDER



WAVY

**Orders**  
**Order / Rev:** 204728  
**Alt Order #:** 06849225  
**Product Desc:** 10/23-10/29 D.S.C.C. IE  
**Estimate:**  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 09/10/12 / 09/10/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/DSCC IE  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN3307/TO232

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$30,000.00	\$25,500.00
10/29/12	10/29/12	9	\$10,700.00	\$9,095.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$30,000.00	\$25,500.00	0.00
November 2012	9	\$10,700.00	\$9,095.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$40,700.00</b>	<b>\$34,595.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WAVY	28%	\$40,700.00
Market	100%	\$145,357.14

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	3%	\$4,360.71
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$30,525.00
WTVZ	5%	\$7,267.86
WVBT	5%	\$7,267.86
WVEC	38%	\$55,235.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/23/12	10/26/12	WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY 6AM News											
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWTF - -	1		\$2,000.00	0.00							
E 2	WAVY	10/29/12	10/29/12		CM	6a-7a	M- - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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 Flight Dates: 10/23/12 - 10/29/12

Advertiser: POL/DSCC IE  
 Product Desc: 10/23-10/29 D.S.C.C. IE  
 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY 6AM News											
				WAVY 6AM News											
				AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,000.00		0.00						
E 3	WAVY	10/23/12	10/26/12	Today Show M-F	CM	7a-9a	-TWTF--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	1		\$2,000.00		0.00						
E 4	WAVY	10/29/12	10/29/12	Today Show M-F	CM	7a-9a	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Today Show M-F											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,000.00		0.00						
E 5	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sa 6a											
				SATURDAY EARLY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						
E 6	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sa 7a											
				SATURDAY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$800.00		0.00						
E 7	WAVY	10/27/12	10/27/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Today Show Saturday											
				SATURDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,200.00		0.00						
E 8	WAVY	10/28/12	10/28/12	WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sunday 6a											
				SUNDAY EARLY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$500.00		0.00						
E 9	WAVY	10/28/12	10/28/12	WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sunday 7a											
				SUNDAY AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$800.00		0.00						
E 10	WAVY	10/28/12	10/28/12	Today Show Su	CM	8a-9a	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				Today Show Sunday											
				SUNDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,200.00		0.00						
E 11	WAVY	10/28/12	10/28/12	Meet the Press	CM	9a-10a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Meet the Press											
				MEET THE PRESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$2,000.00		0.00						
E 12	WAVY	10/23/12	10/26/12	Today Show 2	CM	9a-10a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Today Show 2											
				TODAY SHOW2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	1		\$500.00		0.00						
E 13	WAVY	10/29/12	10/29/12	Today Show 2	CM	9a-10a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Today Show 2											
				TODAY SHOW2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$500.00		0.00						
E 14	WAVY	10/23/12	10/26/12		CM	10a-11a	-TWTF--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00

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Advertiser: POL/DSCC IE  
 Product Desc: 10/23-10/29 D.S.C.C. IE  
 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 3											
				Today Show 3											
				TODAY SHOW3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--					1	\$400.00		0.00			
E 15	WAVY	10/29/12	10/29/12	Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				Today Show 3											
				TODAY SHOW3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
E 16	WAVY	10/23/12	10/26/12	WAVY News 10 @ Noon	CM	12p-1p	- TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				News 10 @ Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--					1	\$300.00		0.00			
E 17	WAVY	10/29/12	10/29/12	WAVY News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				News 10 @ Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$300.00		0.00			
E 18	WAVY	10/23/12	10/26/12	WAVY News 10 @ 5p	CM	5p-530p	- TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @ 5p											
				5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--					1	\$1,500.00		0.00			
E 19	WAVY	10/29/12	10/29/12	WAVY News 10 @ 5p	CM	5p-530p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				News 10 @ 5p											
				5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
E 20	WAVY	10/23/12	10/26/12	WAVY News 10 @ 6p	CM	6p-630p	- TWTF--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				News 10 @ 6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--					1	\$2,000.00		0.00			
E 21	WAVY	10/27/12	10/27/12	WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sat 6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$500.00		0.00			
E 22	WAVY	10/23/12	10/26/12	M-F 7-730p	CM	7-730p	- TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				M-F 7-730p											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF--					1	\$1,500.00		0.00			
E 23	WAVY	10/29/12	10/29/12	M-F 730-8p	CM	730-8p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				M-F 730-8p											
				ACCESS HOLLYWOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
E 24	WAVY	10/27/12	10/27/12	Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Sa 7-8p											
				ENTERTAINMENT THIS WEEK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$300.00		0.00			
E 25	WAVY	10/23/12	10/23/12	Tue Hour 3	CM	10p-11p	-T-----	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
				Tuesday 10-11p											
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,600.00		0.00			
E 26	WAVY	10/26/12	10/26/12		CM	9p-10p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00

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Advertiser: POL/DSCC IE  
 Product Desc: 10/23-10/29 D.S.C.C. IE  
 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fri Hour 2 Friday 9-10p GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,500.00 0.00															
E 27	WAVY	10/27/12	10/27/12	Sat Hour 3 Saturday 10-11p	CM	10p-11p	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
DRAMA ENCORES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$800.00 0.00															
E 28	WAVY	10/28/12	10/28/12	FB Night in Amer Pre Ga FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
FOOTBALL NIGHT IN AMERICA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$1,800.00 0.00															
E 29	WAVY	10/29/12	10/29/12	LN M-F M-F News 10 @11	CM	11p-1130p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,000.00 0.00															
E 30	WAVY	10/27/12	10/27/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,000.00 0.00															
E 31	WAVY	10/28/12	10/28/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$2,000.00 0.00															
E 32	WAVY	10/23/12	10/26/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 1 \$500.00 0.00															
E 33	WAVY	10/29/12	10/29/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$500.00 0.00															
E 34	WAVY	10/27/12	10/27/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
SATURDAY NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$800.00 0.00															
													Totals	34	\$40,700.00